

Quote

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WITHIN THE WEEK

Within the past few wks, we have observed quite a flurry of price reductions. Some of these reductions have been opportunistic; some have been synthetic. And there is yet a pronounced teeter-totter movement. As some prices go down, others actually are advancing. While the trend is downward it is not as rapid or as gen'l as many believe.

Merchants have grasped this opportunity to clear their shelves of shoddy stocks before these unworthy wares are smothered in a flood of fresh and more appealing goods. Many of the "bargains" now heralded merely represent normal seasonal sales. What really counts is the regular daily price of basic commodities.

Students of our long-range price structure are not over-optimistic. They know what happened to prices during and after World War I. There was some gradual recession from wartime peaks, to be sure. But neither prices nor wages ever got back to prewar levels. Nor are they likely to do so now. Even during the depths of the depression, when men worked fewer hrs, if at all, in most industries the established rate per hr was pretty generally upheld. And it is the *rate per hr* that largely determines the cost and normal selling price of a manufactured or processed article.

Within the wk, representatives of textile industries have warned that there's no prospect of a ret'n of the prewar staples—the \$1

housedress and the \$1.50 "dress" shirt. They point to prevailing wage scales, and to cotton goods at 30¢ a yd, and silently shrug their shoulders. It isn't in the cards. "Nobody," says one mail-order exec, "can make a housedress today to sell for less than \$2—and I wouldn't think much of the quality at that price."

No, we aren't going back to prewar prices—ever. This is bad news for persons living on fixed income but they may as well face the facts. A permanent price level will be established gradually. And it will be substantially higher than prewar. Of course competitive conditions, individual enterprise and technological progress will make it possible to give better values in certain fields. But we speak now of basic living costs. (Keep in mind that our last "normal" prices were "depression" prices, set perhaps at a loss, because no one would or could pay more.)

FARM PROSPECTS: The mid-west situation while increasingly serious is not yet critical. Due to wet, cold weather, farmers in gen'l are a mo or more behind with their spring planting. Some with low bottom land (yielding best crops) may be disastrously delayed. Granted normal growing season, there's still time for corn to mature. For oats and some other crops, which are slow-maturing, prospect seems to be less promising.



SHIFTING SANDS

Business writhes over current union activity: Unions are printing handbills, making speeches, accusing business of staging recession to "break" unions. Fantastic, but segment of public is ready to believe any ill relative to "big business." (Study by Psychological Corp'n shows 25% believe corp's earn more than 40% of gross as profit.) . . . Incidentally, business is giving more thought to enlightening public. Penn Mutual Life started trend by holding 100 regional meets to explain company plans and policies. Several have followed suit. Gen'l Mills gave idea new slant with regional meet for 500 students of Univ of Mich School of Business. Students dissected annual report, asked pertinent questions . . . Postmortem on Fred Allen-NBC tiff: Public indifference is indicated by the fact Allen's Hooper rating, instead of rising, actually fell 2.9 points on Sunday following the altercation . . . Nat'l campaign for safer driving begins next mo, with 35 state press ass'ns planning to tie in.



FOR THOSE WHO WILL NOT BE MENTALLY MAROONED

Quote

"HE WHO NEVER QUOTES, IS NEVER QUOTED"

Charles Haddon Spurgeon

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Prince ANDRE LOBANOV-ROSTOVSKY, prof of history at Univ of Mich: "Peace negotiations after every modern war have been protracted. This was true in 1648, again at the Vienna congress after the Napoleonic wars and certainly at Versailles... We are not doing too badly today." 1-Q

Dr LUTHER E WOODWARD, ordained Lutheran minister and consultant of Nat'l Committee for Mental Hygiene: "As springs and tires on the family car take up the occasional bumps in the road... so mbrs of a family must absorb and make of no acc't the occasional hostility which one or another may show." 2-Q

Miss M COWLIN, British feminist movement pioneer: "I always feel that women's hats reflect the security of the times. They are a barometer of the instability within the heads of the wearers. When we become more stable, women will wear becoming hats once more." 3-Q

PAUL H GRIFFITH, American Legion nat'l comdr: "Russia has made substantial postwar strides in the field of jet propulsion... Sound economy and nat'l security demand that America abandon its stepchild attitude toward air power. We must build the world's greatest military and commercial sky fleets." 4-Q

RUSSELL BIRDWELL, author and press relations man, at Univ of Oklahoma's annual career conference: "Once I closed up a \$600,000-a-yr public relations office because it was so boring. There's no point in working at something unless you enjoy it." 5-Q

Rabbi BERNARD COHEN, Los Angeles, Calif, in address at the Wilshire-La Brea Synagogue Center: "To spread false rumors, to sow seeds of distrust and discord at a time when unity of purpose and effort are necessary in the building of a peaceful, prosperous world, is to be guilty of a kind of social leprosy which corrupts the moral fiber of all who are seized by that contagious disease." 6-Q



Mrs CHASE GOING WOODHOUSE, exec director of Democratic Nat'l Committee: "Only 7 women mbrs in the 80th Congress just isn't any representation at all. There were 11 mbrs in the last Congress and it distresses me greatly to see the number going down instead of up." 7-Q

SELDON WALDO, Gainesville, Fla, nat'l pres of Jr Chamber of Commerce: "So many people complain about the leadership of political parties. That leader is not in Washington. He's your own precinct committeeman." 8-Q

WM KEIGHLEY, movie director: "Inexperienced actors and actresses have a 100,000 to 1 chance of getting anywhere in motion pictures, and it's even harder to break into radio." 9-Q

BESS WASSERMAN, Miami, Fla, Fashion Council designer: "There are just as many men as women who really don't have the figure for trousers." 10-Q

TOM W EWING, Denver Colo, educational counselor for Boys, Inc: "We need people who will tell us, 'I'll take a boy.' We need, even more, people who will tell us, 'I'll take a boy and work with him to help him become a responsible citizen.' But we need, most of all, people who will tell us, 'I'll take a boy and work with him, and it doesn't matter what color he is.'" 11-Q

R E TURNBULL, sec'y of colonial gov't of Cyprus, warning newspaper editors of that colony on propaganda: "Freedom of the press in our

conception is not freedom to lie, to abuse and revile, to sabotage effort, impugn loyalties, impute bad motives and dishonesty. Liberty is not license." 12-Q

Dr THOS M RIVERS, director of hospital of the Rockefeller Institute for Medical Research, citing dearth of poliomyelitis in Africa, China and Japan despite their dense populations, unsanitary conditions: "The cleaner our country becomes, the more cases of poliomyelitis we have." 13-Q

Dr EDW A STRECKER, world famous authority on the human mind, prof of psychiatry at Univ of Pa's School of Medicine, and consultant to Surgeons Gen'l of Army and Navy: "We of this age are living in an intellectual vacuum. While yearning for a world consciousness we still are mental isolationists. We seem unable to cross the frontiers of our nationalism. This is not true democracy." (Quoted by HILARY MALCOLM, in *Everybody's Wkly.*) 14-Q

J HOWARD PEW, pres, Sun Oil Co: "Competition is the only price control that works." 15-Q

EARLY BIRD, St Joseph, Mo, real estate man, addressing convention at Jefferson City, Mo: "You probably won't remember anything I say, but I'll bet you remember my name." 16-Q

A country editor, speaking before the American Newspaper Publishers Ass'n: "If poverty is a blessing in disguise, the disguise is perfect." 17-Q

King Geo VI: "We cannot all think alike; nor is it right that we should. Only when opinion strikes against opinion is the spark ignited that can kindle the lamp of truth." 18-Q

MARGARET GOEHRER, writing in *The Woman*: "In the South the fine art of winning a man has been handed down from mother to daughter like family silver." 19-Q

Rep WARREN FILKIN, 39-yr-old faculty mbr, Moody Bible Institute, Chicago, explaining use of magic tricks along with sermons: "People learn faster when mat'l is introduced with humor. I use magic as a springboard to get laughter, then I slide in what I want to tell them, sort of sneak up on them, you know." 20-Q

Dr CHARLOTTE HAWKINS BROWN, pres of Palmer Memorial Institute, Sedalia, N C: "The future of the Negro in America is interwoven in that of the American white man... A begging people will never receive respect as citizens... We should clean our own backyard by removing every earmark of color except the pigment of the skin, or color itself." 21-Q

Premier Jos STALIN, in interview with former Minn Gov HAROLD E STASSEN: "Some people call the Soviet system totalitarian. Our people call the American system monopoly capitalism. If we start calling each other names with words of monopolist and totalitarian it will not lead to co-operation. We must start from the historical fact that there are two systems approved by the people." 22-Q

FIORELLO H LAGUARDIA, who rec'd One World Award on May 11: "I really believe in one world and if I can preach that gospel I'll do it the best way I know. But I hope the committee has no hope that I'll learn the language of diplomacy." 23-Q

WM BENTON, Ass't Sec'y of State: "The deplorable plight of teachers thruout the world is a grim sign that the modern world must choose between war and civilization. Teachers, and the children they teach, are paying the price of the last war." 24-Q

H F WILLKIE, brother of the late WENDELL WILLKIE, addressing Amer-

ican Mgt Ass'n: "It is possible to make a living at almost anything, if one likes it well enough." 25-Q

Dean ARTHUR J HOARE, prof emeritus of mathematics, Wichita Univ, whose sight was recently restored after 28 yrs' total blindness: "I think the most radical change... has been in women's dresses... They didn't used to run around with bare legs. And this lipstick—I was taken aback when I first saw it. It stuck out so boldly I thought it was a big red blotch on their chins." 26-Q

Pres MIGUEL ALEMAN, of Mexico: "Among the UN's undeferrable duties is that of strengthening the foundations of a universal community in which the provocations to war—namely, insecurity, ignorance, poverty and hunger—may forever disappear." 27-Q

MORGAN L FITCH, Nat'l Ass'n of Real Estate Boards: "Landlords still are prisoners of war." 28-Q

Gov VAL PETERSON, of Neb, imploring Americans to honor war living along with the dead: "I am one who prays to God that we shall never forget what our men who died in this last war did for the country and for freedom, but I am also one who is earnestly mindful of the living." 29-Q

Dr CYRIL GARRETT, Archbishop of York, warning church's need for money is "urgent": "It is strange how many are content to offer to Almighty God on Sunday sums which they would not dream of offering at the pay box of an inexpensive provincial cinema." 30-Q

Dr GEO S JOHNSON, prof of neuropsychiatry at Stanford Univ's School of Medicine: "Side by side with the fact of alcoholic addiction in a very small minority and of inebriety in a somewhat larger number, stands the equally significant

fact that the majority of so-called civilized men and women can consume alcohol with moderation during the greater part of their lives without becoming inebriates or affecting their gen'l health." 31-Q

EMPEROR HIROHITO, of Japan, to Japanese newsmen: "I am in good health, so please don't worry." 32-Q

WM E BAKER, Federal District Judge, Wheeling, W Va, demanding (and obtaining) assurance from strike-harried phone co that hereafter calls from district federal court would be classified as "emergency": "The work of this court has been held up because some whipper-snapper says the U S court can't make a call. I'm tired of this foolishness, letting 18 or 20 yr old girls determine what is and what is not an emergency." 33-Q

ERNEST BEVIN, British Foreign Sec'y: "I am not unduly pessimistic, neither am I optimistic about internat'l affairs." 34-Q

GEO GARLAND, sec'y of Nat'l Inst of Diaper Services, protesting nat'l billboard poster of Ford Motor Co which shows a naked baby: "A baby without a diaper is completely untypical of America." 35-Q

WM EDWARDS STEVENSON, recently inaugurated as 8th pres of Oberlin College, Oberlin, O: "We need to increase our efforts to produce graduates who will be well-integrated individuals—graduates who can take the lead in solving our country's greatest problems, particularly that of discrimination and racial inequality — graduates who are motivated by intelligent religious values and ideals." 36-Q

ELLIS ARNALL, former Gov of Ga: "We must perpetuate the dream of every parent that his son shall have the opportunity to become a millionaire and Pres of the U S." 37-Q

LUCY HITTLE, Editor

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COLUMNISTS COLUMN

Evalyn's America Is Dead

ROBT C RUARK

They buried an era the other day when they buried Evalyn Walsh McLean. Her old man struck it rich, and graduated so swiftly from cabin to mansion that Evalyn never really had time to make a complete transition... She never fully separated caviar from cold beans.

Evalyn Walsh McLean was all Walsh. She wore the Hope diamond around her neck like a glass bangle, and lost it frequently.

I do not think Mrs McLean ever thought of money as investments and trusts and stock mkt manipulation. It was always the same old raw stuff pappy spaded out of the earth, and she spent it as nuggets, or bullion, or lump silver. She wore her money as she wore her wig, slightly askew, and with the assurance that there was plenty more in the closet... She collected celebrities contemptuously, the milner's daughter hauling in the gentry and laughing at the gentry for its eagerness to kneel to money. She gave up her estates during the war for the soldiers to enjoy and for Washington clerks to live in. It was only money.

Evalyn Walsh's America is dead; its localized lustiness swapped for internat'l responsibility.

The grandsons of the buccaneers are easily mistaken for Oxford grads, and piracy is against the law. I think she wrote in her will that the evilly-destined diamond be locked away for 20 yrs because she lacked faith in the ability of her heirs to wear it and laugh at it, or lose it and regard it as she did—an amusing hunk of crystallized coal, not half as important as a beefsteak when your belly growls.—Abridged from N Y World-Telegram.

ACHIEVEMENT—1

When a carpenter "walks" a spike into the grainy heart of a two-by-four, he doesn't summon all his strength and with one mighty blow attempt to drive it down. It is a matter of "little by little" until the spike begins to get the bite of the grain.

The carpenter is persistent. He knows that a series of blows is far better than one great drive. He doesn't expect the nail to clinch until he has added enough blows. The carpenter is patient. He knows that a series of blows goes far into the hardness of a twisted oak and that impatience only means a bent nail. The carpenter is understanding. He deals skillfully with the strength of the oak and the softness of the nail, until one final blow drives it home.

Many of our problems are tough as an oak. The way of the carpenter must be the answer. Patience, plus persistence, plus understanding.—*R & R Magazine*.

AGE—Youth—2

In China, the 1st question a person asks the other on an official call is, "What is your glorious age?" If he replies apologetically that he is 23 or 28, the other generally comforts him by saying that he still has a glorious future, and that one day he may become old. Enthusiasm grows in proportion as the gentleman is able to report a higher and higher age, and if he is anywhere over 50, the inquirer drops his voice in humility and respect. People actually look forward to the celebration of their 51st birthday.—LIN YUTANG, *The Importance of Living*. (John Day Co)

ATHEISM—3

An atheist is one who prays when he can think of no other way out of his trouble.—*Prison Mirror*.

CIVILIZATION—4

We have mastered machines but not human relationships. The latter are far more important than the former. — *American Lumberman & Bldg Products Merchant-diser*.

COURTESY—5

Courtesy is the eye which overlooks your friend's broken gateway—but sees the rose which blossoms in his garden.—*Today's Woman*.

DISCRIMINATION—6

Dr Rob't C Weaver of the American Council on Race Relations recently ret'd from a 6-mo tour of Russia and reported in a speech before the Chicago Council on Foreign Relations that anti-Semitism has been reduced greatly in the Soviet.

"But isn't it true that thousands of Jews were liquidated in Russia?" asked a listener.

"They were liquidated," repl'd Dr Weaver, "not because they were Jewish but because of their political beliefs."

"But just the same," persisted the listener, "they were liquidated."

"I have learned that minorities, if they must be liquidated," ans'd Dr Weaver "would much prefer to be liquidated for reasons other than racial or color!"—IRV KUPCINET, *Chicago Times*.

GIFTS—Giving—7

In his essay on John Hampden, Thos Macaulay had this to say of Queen Elizabeth: "What she held, she held firmly. What she gave, she gave generously."—*Liberty*.

GOVT—8

A stable gov't without horse sense is impossible.—*Threads*, hm, Geometric Tool Co.

HEALTH—Care—9

The Chicago Heart Ass'n invited top-flight exec's to lunch... Then a doctor showed (them) four hearts displayed in large bottles... One was a normal heart, about the size of a man's fist. One was a gnarled heart... swelled to about twice the normal size. It belonged to a hot-tempered newspaper exec who had a stroke while arguing with an ass't. Another heart, puffed up like a toy balloon, was that of a dept store exec who wouldn't slow down when the doctor told him to. The last was the heart of a man who had followed the doctor's orders. He had a heart attack when he was 65. His physician told him to relax, so he started enjoying life. He was 80 when he died in his sleep. The dept store exec was 70; the newspaper man, 58.—*U P Dispatch*.

HOUSING—Costs—10

Roy Wenzlick & Co, St Louis economists, have published a chart showing the cost of the ordinary \$6,000 6-room frame house of '40

is now up to \$12,147. — DAVID G BÄREUTHER, *Omaha World-Herald Magazine*.

They DO Say . . .

Within 3 yrs, according to VERN O KNUDSON, Univ of Calif, American lives saved as a result of war-time medical research will exceed American military personnel killed in war (312,000) . . . From Washington comes a belated ruling on what is and isn't loot when brought home from foreign lands by U S officer. If it's worth less than \$5,000 and can be lifted by a 20-ton deck crane, it's a memento . . . Miami Beach city council last mo passed ordinance making it unlawful to post discriminatory signs such as "restricted" or "gentiles only" . . . Publishers are waiting anxiously to note public reaction to \$3.50 price one house has put on summer novels . . . St Louis citizen is distributing cards reading, "Joe LALLY, DDT." He is not, as you might imagine, an enemy of the Flea, Tadpole, Worm, Cockroach, Rodent & Bird Trainers (AFoF) who are currently demanding closed-shop contract with movie studios. Joe says the appellation stands for "distinctive drape tailor."

INGENUITY—11

A certain doctor had ridden over a mi in a taxi when he suddenly discovered he had no money with him. He tapped the window and told the driver, "Stop at this cigar store a min. I want to get matches so I can look for a \$10 bill I lost in the cab somewhere." When he emerged from the cigar store there was no taxi in sight.—*Canadian Doctor*.

INTERNAT'L RELATIONS—12

The present tug o' post-war between the British, Americans and Russians being played in the German zones reminds us of this incident which occurred at the breaking out of hostilities in the Franco-Prussian war: One day Napoleon was introduced to a jeweler displaying a collection of gems for the Empress' approval. He gazed admiringly at the exquisite stones, then said: "They tell me you are one of the most famous designers

in the world. I have heard that you can transform the most insignificant object into a thing of artistic beauty. Let me see," went on Napoleon, plucking a single hair from his head and offering it to the tradesman, "what you can do with that."

A mo later, when the clash of war had come, a small pkg was delivered. Napoleon opened it and found a jewel case. Inside was the hair with a tiny gold disc attached to each end. One bore the word "Alsace" and the other "Lorraine." Underneath was written, "You hold them by a hair."—IRVING HOFFMAN, *Hollywood Reporter*.

LANGUAGE—13

Words are like sunbeams; the more they are condensed the deeper they burn.—BRIANT SANDO, *Hardware Age*.

MARRIAGE—14

Happy marriages do not get into the newspapers. A N Y physician asked a hundred married men and a hundred married women this question: "If by some miracle you could press a button and find that you had never been married to your husband or wife, would you press the button?"

One hundred and thirty out of the 200 said, "No." Sixteen said "No, with qualification." And only 28 said "Yes."—DEAN INGE, *A Rustic Moralist*. (Putnam)

MONEY—15

The dollar sign was taken from an old religious symbol. People are still putting a lot of faith in it.—*Swanson Newsette*.

ORIGIN—"Filibuster"—16

The word "filibuster" is an English corruption of a Spanish version (filibustero) of a Dutch word, *vrijbuiter*, meaning "free-booter" and originally applied to the West Indian buccaneers . . . About 1850 the word began to be applied to those reckless American adventurers who organized private wars on Latin American and Caribbean countries . . .

It is in this sense of "private warfare" that the word is applied to the decision of a single Senator . . . that a measure which obviously is supported by a majority should not come to a vote.—*Philadelphia Inquirer*.



So acute is the shortage of capable nurses that many physicians throughout the country are expressing concern for the welfare of their patients. They assert that the condition is due in part to the "high toned" educational methods of nursing schools.

The physicians go on to assert that while the present-day nurse training programs, calling for 3 yrs of instruction, are well adapted for the training of nurse supervisors, hospital and school administrators, and our public health nurses, such lengthy instruction is not req'd to train "a good bedside nurse." And it is for such nurses that there is a present pressing demand. Girls who might otherwise be attracted to nursing, they point out, are unwilling under present conditions to make the time investment and financial sacrifices involved.

The American Surgical Ass'n is currently urging the establishment of short courses for the training of bedside nurses.

The medical practitioners assert that in the face of a woeful shortage of trained personnel to minister to the simple needs of the ill and injured, the nurse ass'ns have set up what physicians characterize as a "closed shop" situation, under which practical nurses who have not completed the prescribed 3-yr course of training are not allowed in many hospitals.

In gen'l, the State boards charged with the examination and registration of nurses are siding with the nurses' ass'ns in the matter of comprehensive training courses. The doctors point out that they have no quarrel with such programs, but that the profession simply is not recruiting the "raw matl" from which tomorrow's nurses must be developed.



AUTOMOBILES—Appliances: Home charger for batteries, 20th Century Products, Inc., Chicago, is lightweight, compact; attaches to any 110-v light socket. Costs 10th of 1¢ an hr to operate—a battery can be fully charged overnight for approx 2¢. (*Jobber Topics*)

" "

CONSTRUCTION: By spectacular new method, decayed wood can be converted into lumber that is almost as hard as rock. It is reported that the lumber will not split or chip, has no knots or grain. (*Capper's Wkly*)

" "

ELECTRONICS: Experimental radar beacon to supplement lighthouses was delivered to Coast Guard by Gen'l Electric Co. Its microwave signals appear on a ship's radar screen as a bright ray even when the coastline itself is too low to cast an image. (*Newsweek*)

" "

INVENTIONS: Latest entry in ball-point pen field gives choice of 3 ink colors—blue, fuchsia or emerald—with finger-tip control. Designed for special use of architects, engineers, accountants who need different colored inks. Barrel is aluminum. (*Financial Post*)

" "

RADIO: A Pittsburgh electrical engineer has worked out plans for radio research device by which a station mgr could push a button and learn at any time what proportion of the sets in a sample were tuned to his station. Tho still in idea stage, other engineers think it a feasible plan. (*Tide*)

" "

TOYS: Celco Corp'n, Hollywood, Calif has developed pictures for children that can be colored, wiped clean and re-colored indefinitely. Color and re-color cards have plastic coating that permits crayon or pencil colorings to be wiped with a soft dry cloth. (*Hardware Age*)

PEACE—17

In 1878, Ambrose Bierce described Peace in Intern'l Affairs as a period of cheating between 2 wars.—HY GARDNER, *Parade*.

POWER—18

While climbing a mountain pass, my car stopped dead still. It was a good car, and it ought to be able to climb to the top of the world, if even half of the publicity about it is true. But it would not go. I found that a little dirt had short-circuited my power. It is curious but true that the most powerful mach'y on earth can be stopped by a little dirt.—WM L STIDGER, Expositor.

RACE—Prejudice—19

The color problem will never be solved by those who always see red.—ROY L SMITH, *Christian Advocate*.

SAFETY—Safe Driving—20

Drive carefully: don't insist on your rites.—*Auto Club News*.

SELFISHNESS—21

The female proneness to identification and possessiveness permeates the whole tissue of life and extends to an amazing list of goods and services, so that we have "my milkman," "my hairdresser," "my brand of soap flakes," "my refrigerator," "my recipe for chocolate cookies," all occurring on the same level of consciousness. Perhaps it would be good for us all to practice saying "our house," "our furniture," "our plans for the children" many times a day. Unrestrained, (the possessive instinct) can be a fearsome force, capable of wrecking lives and playing hell generally with human relations.—MRS BJ KIDD, *Internat'l Altrusan*.

SPEECH—Speaking—22

Queen Elizabeth once heard a sermon which greatly affected her. The delivery, the message, the gestures stirred her deeply. She said it was the best sermon she had ever heard. A copy was presented to her. After careful reading she amended her original remark. "True," she said "it is the best sermon I ever heard, but it is the worst I ever read."—RAY SHAW, *Christian Herald*.

SPEECH—Speaking—23

"There is a quaint Oriental question," said the speaker, "which is apropos to this occasion. The ques-

tion is, 'Which is happier, a man with a million dollars, or one with 9 daughters?'

"The answer is, 'The man with 9 daughters.' You have had enough, and so I will speak no longer."

And the speaker sat down amidst thunderous applause.—*Toastmaster*.

UNITED NATIONS—24

Angie Bond claims the UN is a site for sore allies.—EARL WILSON, syndicated col.

A Biblical Tip

That one of the great oil companies of America discovered oil in Egypt and is operating wells there is generally known, but its reason for tapping that ancient land has been a secret.

It is asserted that the attention of someone in the company was attracted by the statement in the Bible, Exodus 2:3, that the ark of bulrushes which the mother of Moses made for her child was "daubed with slime and pitch." Reasoning that where there was pitch there must be oil, and if there ever was oil in Egypt it was probably still there, the company sent out a geologist to investigate, with the result that oil was discovered.—*Sunshine Magazine*. 25

VALUE—26

In our society we have our standards of value. Gold and pearls and fine clothes and fine furniture and stocks and bonds are all of great value, and our ease is good, and our own way, and the evasion of pain.

But there are conditions which change values for us. There is a story of an Arab who fortunately escaped death after losing his way in the desert without provisions. He tells of his feelings when he found a bag of pearls, just as he was about to abandon hope. "I shall never forget," said he, "the relish and delight I felt in supposing it to be dried wheat, nor the bitterness and despair I suffered in discovering the pearls."

The question is whether there will come a time for some of us when we find ourselves with all the "pearls," which we have thought of value, only to find that the "wheat" we need we do not have.—*Free Methodist*.

Test-Tube Warfare Begins

"Today, May 14, 1955, is the 5th anniversary of the start of the war between the U.S. and the Soviet Union." That is the opening sentence of *World Aflame* by LEONARD ENGEL and EMANUEL S PILLER (Dial, \$2.) This is the imaginative history of a conflict which, God forgive, may never come to pass. It purports to be a radio commentator's acc't to the public of the 1st 5 yrs of atomic warfare, concluding with the announcement of a new 5 yr plan which purports the conscription of every remaining American for some form of military service. As the acc't opens, 35 million Americans have been killed. As many more are wounded or sick. All are hungry. Over 100 of our cities are crippled shells. "Yet America has not flinched. And we do not flinch now." Opinions may differ as to the value of such realistic writing. But *World Aflame* certainly is not a book calculated to soothe the neurotic amongst us.

In the 2nd wk of July Minn farmers reported the appearance of a new rust or fungus on their wheat. It did not yield to usual control measures and spread with extraordinary speed. On Aug 11 came a Soviet broadcast: "In retaliation for the poisoning of Soviet food crops, American wheat has been attacked by a new fungus synthetically bred by Soviet plant scientists."

The broadcast correctly predicted that the rust would destroy at least two-thirds of our wheat crop that yr. "This fall," said the Russian newscaster, "the enemy will go on short rations such as we in Europe have had to endure for yrs. I am authorized to state, moreover," he continued, "that other Soviet biological weapons are in preparation. These will be used as soon as they are ready."

This meant germ warfare. Unfortunately, the Soviet germ attack proved to be something not in the books. It began in Oct '51. At first it seemed nothing more than the usual "grippe" or "flu." But then it began to spread. Fatalities became frequent. Those who contracted the disease were acutely ill for 2 wks, then recovered, or else the disease led to swift death . . .

Fear took its toll. Timid workers who contracted even slight colds took to bed. Doctors in many cases could not decide whether to let a worker continue at his post.

The disease was finally identified as a form of influenza, caused by a virus related to the influenza virus. It took 6 mo's of feverish activity to isolate the malady and develop an effective vaccine. A short time thereafter "Russian flu" became a thing of the past.

"To all those who realize that another war can be only a disastrous adventure which may lead to personal, nat'l and world suicide, we dedicate this book, with the earnest hope that their numbers will multiply swiftly and that their influence will keep this story from ever being truly prophetic."—THE AUTHORS.

While we had been fighting the Russian bacteriological offensive, our own biological warfare units had not been idle. In April we launched an attack, using a contagious aerosol mist. The germ spread was the microbe *Pasteurella pestis*, the worst killer in history. It causes two diseases. One is bubonic plague, the "Black Death" which 3 times in past centuries has nearly wiped out the population of Europe. The other disease, pneumonic plague, is even more virulent. Unless countered by a vaccine, it kills in 4 days or less.

Three mo's later we struck another smashing blow with a new lab-bred variety of asphyctic cholera. This new germ was disseminated in Soviet drinking water supplies by specially trained parachutists.

Nor was this all. In our determination to shower the enemy with every possible blow and obtain a decisive advantage, we followed this with another dosage of farm lands. We spread the "plant hormone" which withers cereal crops a few wks before harvest. And this time we added something new, a root-destroying hormone which struck at another Russian basic food crop, potatoes. Livestock was infected with the virus of rinderpest, the swiftly fatal cattle plague. Moreover, we continued our A-bomb raids on those Russian cities still



GEMS FROM

Yesteryear

How many the
Fictitious shores

EMILY DICKINSON, whose work ranks with the finest of American poets, died 61 yrs ago this wk in Amherst, Mass, the town of her birth. The daughter of the treasurer of Amherst College, she was brought up with austerity according to the older traditions of Puritan New England. At 23, she accompanied her father, who had been elected to Congress, to Washington where she had the brief and mysterious love affair which was supposed to have overshadowed her entire life. Returning to Amherst, she lived the life of a recluse, writing poetry. Practically none of her work appeared in her lifetime but fame was almost immediate when her Poems appeared some 8 yrs after her death. Her work has been considered a great molding force in 20th century poetry.

I many times thought peace had come,
When peace was far away;
As wrecked men deem they sight
the land
At centre of the sea,
And struggle slacker, but to prove,
As hopelessly as I,
How many the fictitious shores
Before the harbor lie.

standing and accessible to our planes.

In the spring we again lost a great part of our own crops. We were somewhat prepared for the Russian use of new rusts and smuts which reduced the cereal harvest, but not fully prepared for a new Soviet weapon, a bacterial rot. It attacked the roots of a doz important green crops, ruined most of our vegetables . . . It was doubly difficult to have to tighten our belts during a spring and summer we had anticipated would bring us more—and fresh—food.

Quote

A Southern storekeeper, who was also justice of the peace, was sitting in front of his store when a colored man drove up.

"Say, squiah," the latter announced, "dat woman you married me to las' wk has 10 chillun, an' every one ob dem plays some kin' ob a musical inst'ment."

"Why, that's a regular band, Mose," repl'd the Justice. "Do you want me to send off and get you a horn, too?"

"No, suh," was the dismal response. "Ah wants to git disbanded."—*Canning Trade*.

" "

Long Island Ry recently made survey to find out whether its customers would be willing to pay higher fares for better service. The questionnaires were distributed one wintry morning; one of them fell into the hands of a fellow who has traveled the road for the last 30 yrs. He dutifully filled out the thing, recognizing the road's problems, admiring its sleepless efforts to act more like a conscientious servant, etc.... As he finished the last question, he glanced over the whole thing, sighed heavily, gritted his teeth and added this afterthought:

"If you can't read the answers, it's because the damn train is rocking too much!"—*Tide*.



OF THE WEEK

Antiques today are just furniture that is paid for.—*Construction Digest*.

" "

CATALYST: A Western ranch owner.—*Wisconsin Engineer*.

" "

NIGHT CLUB: A place where the tables are reserved but the guests aren't.—*Try-Square*, hm, Vonnegut Hardware Co., Indianapolis, Ind.

" "

Many a rich man's son turns out to be an income-poop.—*Liberty*.

GOOD STORIES YOU CAN USE

I LAUGHED AT THIS ONE

LILLY DACHE
Millinery Designer

For a very dear customer I made a lovely hat. It was a medium-sized sailor made of pink horse hair with a garland of flowers. This hat...it was like a breath of Spring. My friend was so very gay when she left my shop and so very sad when she came back the next morning, wearing another hat. "I want another flowered hat, just like the one I bought yesterday..."

"Oh, Lilly," she sighed. "All the way home I was so thrilled over my new hat. Everybody looked at me and I looked at myself in shop windows. The flowers and the little green leaves, they were so lovely. I went to the apt and placed my beautiful hat on the table. Geo came home from the office and watered the plants and... Yes, Lilly," she said, "—he watered it!"—*BART HODGES, syndicated col.*

The sales mgr's wife walked into her husband's private office, unannounced. She discovered her busy husband eating his lunch at his desk—while his beautiful sec'y was parked on his lap.

"Charley!" stormed the wife. "What is that girl doing on your lap?"

The guilty husband almost choked on a piece of pie. He pointed to the food.

"I had to do something, darling," he alibied. "The waiter forgot to send up a napkin!"—*Parts Jobber*.

" "

The teacher had asked her class to think up some outstanding examples of wasted energy.

"All right, Freddy, what's yours?" asked the teacher.

"Telling a hair-raising story to a bald-headed man." — *Toronto Route Builder*.

An English squire proved himself a poor theologian but a good business man, when he met his tenant one Sunday morning. "Where have you been?" asked the squire. "I've been to church, sir." "What was the sermon about?" "It was something about Joseph going down to Egypt to buy corn." Asked the squire, "Did the parson say what corn is worth down there?" — *THOS H WARNER, Church Mgt.*

" "

Lady Astor, at a banquet which was predominantly masculine, expressed the opinion that men were as vain as women. This brought a storm of protest.

"And another thing," Lady Astor went on unperturbed. "It's a pity that some of our more learned men are so careless about their dress. Why right here tonight the most cultured man in London has a messily knotted tie."

Instantly every man in the room began straightening his tie.—*HAROLD HELPER, The Woman*.

" "

Five-yr-old Sue was "helping" her daddy at his work bench in the basement. Finally he tired of her incessant chatter and questions, and he asked her to be quiet for a little while.

"I don't have to be quiet," Sue stated importantly. "I'm a woman."—*Wall St Jnl*.

" "

A veteran dealer invited Max Morris, mfrs' rep of Chicago, into a taproom for a business discussion. Max watched the old-timer order a beer and toss off the brew in a lightning gulp. Another and another all went down the hatch in a fraction of a sec.

"Do you always drink your beer like that?" asked the amazed Morris.

"Oh, yes," said the old-timer. "Ever since my accident."

"What accident?" inq'd Max.

"Why, the day I had a beer knocked over."—*J G TAYLOR SPINK, Sporting Goods Dealer*.

